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1 | Claim 1 (currently amended): A method for updating a user profile ~~associated with a display~~
2 | ~~media~~ indicating preferences of a user, comprising ~~the steps of~~ executing the following
3 | operations in a data processing device:
4 | obtaining a third party selection history indicating items ~~available on said display media~~
5 | that are selected by at least one third party;
6 | partitioning said third party selection history into clusters of items;
7 | receiving a selection from said user of at least one of said clusters; and
8 | updating said user profile with items from said at least one selected cluster.

| Claim 2 (currently amended): The method of Claim 1, further comprising ~~the step of~~
recommending items based on said user profile.

| Claim 3 (currently amended): The method of Claim 1, further comprising ~~the step of~~ assigning a
label to each of said clusters.

Claim 4 (original): The method of Claim 3, wherein said users selects said at least one cluster
based on said assigned labels.

| Claim 5 (currently amended): The method of Claim 1, wherein said partitioning step further
comprises ~~the step of~~ employing a k-means clustering routine.

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Claim 6 (original): The method of Claim 1, wherein said user profile indicates viewing preferences of said user.

Claim 7 (original): The method of Claim 1, wherein said items are programs.

Claim 8 (original): The method of Claim 1, wherein said items are content.

Claim 9 (original): The method of Claim 1, wherein said items are products.

1 | Claim 10 (currently amended): A method for recommending one or more available items within
2 | ~~a display media~~ to a user, comprising the steps of executing the following operations in a data
3 | processing device:
4 | providing a clustered third party selection history to a user, said selection history
5 | indicating items ~~available on said display media~~ that are selected by at least one third party, each
6 | of said clusters including similar items:
7 | receiving a selection from said user of at least one of said clusters; and
8 | recommending items based on said selected clusters.

Claim 11 (original): The method of Claim 10, wherein each of said clusters have a label describing said cluster.

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Claim 12 (currently amended): The method of Claim 10, further comprising ~~the step of~~ updating a user profile with items from said at least one selected cluster.

Claim 13 (original): The method of Claim 12, wherein said user profile indicates viewing preferences of said user.

Claim 14 (original): The method of Claim 10, wherein said items are programs.

Claim 15 (original): The method of Claim 10, wherein said items are content.

Claim 16 (original): The method of Claim 10, wherein said items are products.

1 Claim 17 (currently amended): The method of Claim 10, wherein said providing ~~step~~ further
2 comprises ~~the steps of~~:
3 obtaining a third party selection history indicating items that are selected by at least one
4 third party; and
5 partitioning said third party selection history into clusters of items.

1 Claim 18 (original): A system for updating a user profile indicating preferences of a user,
2 comprising:
3 a memory for storing computer readable code; and
4 a processor operatively coupled to said memory, said processor configured to:

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5 obtain a third party selection history indicating items that are selected by at least one third
6 party;
7 partition said third party selection history into clusters of items;
8 receive a selection from said user of at least one of said clusters; and
9 update said user profile with items from said at least one selected cluster.

1 Claim 19 (original): A system for recommending one or more available items to a user,
2 comprising:
3 a memory for storing computer readable code; and
4 a processor operatively coupled to said memory, said processor configured to:
5 provide a clustered third party selection history to a user, said selection history indicating
6 items that are selected by at least one third party, each of said clusters including similar items;
7 receive a selection from said user of at least one of said clusters; and
8 recommend items based on said selected clusters.

1 Claim 20 (original): An article of manufacture for updating a user profile indicating preferences
2 of a user, comprising:
3 a computer readable medium having computer readable code means embodied thereon,
4 said computer readable program code means comprising:
5 a step to obtain a third party selection history indicating items that are selected by at least
6 one third party;
7 a step to partition said third party selection history into clusters of items;
8 a step to receive a selection from said user of at least one of said clusters; and

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9 a step to update said user profile with items from said at least one selected cluster.

1 Claim 21 (original): An article of manufacture recommending one or more available items to a
2 user, comprising:

3 a computer readable medium having computer readable code means embodied thereon,
4 said computer readable program code means comprising:

5 a step to provide a clustered third party selection history to a user, said selection history
6 indicating items that are selected by at least one third party, each of said clusters including
7 similar items;

8 a step to receive a selection from said user of at least one of said clusters; and

9 a step to recommend items based on said selected clusters.